

## Remarks

Applicants thank the Examiner for returning the signed and initialed copies of the Information Disclosure Statements (PTO 1449) filed April 30, 2001; October 1, 2002; October 28, 2003; February 20, 2004; and April 28, 2004, that were included with the Office Action.

Claims 1-4, and 6-19 are pending in this application. Solely in an effort to expedite prosecution, claims 1-4 and 16-19 are currently amended. Claims 5 and 20 are cancelled. No claims are newly added. No new subject matter has been added. In view of the foregoing amendment and the following remarks, allowance of all the claims pending in the application is requested.

### ***Rejection Under 35 U.S.C. § 102***

Claims 1-20 are rejected under 35 U.S.C. 102(e) as being disclosed by Gershman et al. (U.S. Patent No. 6,199,099). Applicant traverses this rejection on the following basis.

#### **Claims 1-4 and 16-19**

Solely in an effort to expedite prosecution, independent claims 1 and 16 are currently amended to include the subject matter of originally filed dependent claims 5 and 20, respectively. For example, claim 1 currently recites, among other things, storing at least one presentation option in the wireless client device. Claim 16 includes a similar feature, among other things.

In an exemplary embodiment, a generic output of information may be provided to a mobile device irrespective of specifics of the receiving mobile device (See the Specification at page 32, lines 16-18). The information received at the mobile device may be customizable by a user via a Customization module, which may enable various aspects of views and applications to be customized (see the Specification at page 32, line 20-page 33, line 2).

The Examiner alleges that this feature is anticipated by the Abstract of Gershman, which states, "This pattern template is stored on a thin client computer," (See the Office Action at paragraph 2.5). Applicants point out that the Abstract is the only place that references a "pattern template" in the **entire Specification** of Gershman. Further, the only other references to a pattern template in Gershman are in the claims, which appear to characterize the pattern template merely as a filter for searching received information for selected strings of text and punctuation (see Gershman at claims 1-4). The pattern template of Gershman does not anticipate a presentation option because the pattern template of Gershman apparently is a filter for searching received information, not customizing the presentation of information. Therefore, Gershman is deficient for failing to disclose all of the elements of the claimed invention.

Accordingly, withdrawal of the rejection of these claims is requested. Claims 2-4 and 17-19 depend from and add additional features to independent claims 1 and 16. Therefore, claims 2-4 and 17-19 are allowable, by virtue of their dependency, as well as for the features that they add to the independent claims.

Claims 6-9 and 11-14

Independent claim 6 includes the feature of a processor unit, connected to the input interface and the communications interface, the processor unit configured to present the transmissible media content to a user according to the at least one presentation option, among other things. Independent claim 11 includes a similar recitation, among other things.

In an exemplary embodiment, generic information may be provided to mobile devices of a plurality of types (see the Specification at page 32, lines 16-18). Information received by one of the mobile devices may be customized for presentation **at the mobile device** (see the Specification at page 33, lines 1-3).

In contrast, Gershman describes a system that apparently enables a user to access previously formatted information via a web browser. The user may request information via the web browser (see Gershman at col. 35, lines 46-49). The request

is sent to an integrator's server where the user's previously stored preferences and personal information is obtained from the integrator's customer profile database (see Gershman at col. 35, lines 51-53). The requested information is extracted from another database, and is customized **at the integrator** for the particular user (see Gershman at col. 35, lines 53-56). The information is then formatted into a web page that may be returned to the web browser see Gershman at col. 35, lines 58-60). Since alleged presentation options would be imposed on networkable media prior to reception at the web browser, Gershman does not disclose a processor unit, connected to the input interface and the communications interface, the processor unit configured to present the transmissible media content to a user according to the at least one presentation option. Therefore, Gershman does not anticipate the claimed invention of claims 6 and 11.

Accordingly, withdrawal of the rejection of these claims is requested. Claims 7-9 and 12-14 depend from and add additional features to independent claims 6 and 11. Therefore, claims 7-9 and 12-14 are allowable by virtue of their dependency, as well as for the features that they add to the independent claims.

#### Claims 10 and 15

Claims 10 and 15 depend from claims 6 and 11, respectively, and are allowable by virtue of their dependency, as well as for the features that they add to the independent claims. For example, claim 10 includes, among other things, the feature of a processor unit that stores the at least one presentation option in the wireless client device. Claim 15 includes similar subject matter, among other things.

In an exemplary embodiment, a generic output of information may be provided to a mobile device irrespective of specifics of the receiving mobile device (See the Specification at page 32, lines 16-18). The information received at the mobile device may be customizable by a user via a Customization module, which may enable various aspects of views and applications to be customized (see the Specification at page 32, line 20-page 33, line 2).

The Examiner alleges that this feature is anticipated by the Abstract of Gershman, which states, "This pattern template is stored on a thin client computer," (See the Office Action at paragraph 2.5). Applicants point out that the Abstract is the only place that references a "pattern template" in the **entire Specification** of Gershman. Further, the only other references to a pattern template in Gershman are in the claims, which appear to characterize the pattern template merely as a filter for searching received information for selected strings of text and punctuation (see Gershman at claims 1-4). The pattern template of Gershman does not anticipate a presentation option because the pattern template of Gershman apparently is a filter for searching received information, not customizing the presentation of information. Therefore, Gershman is deficient for failing to disclose a processor unit that stores the at least one presentation option in the wireless client device.

Accordingly, withdrawal of the rejection of these claims is requested.

If the Examiner believes, for any reason, that personal communication will expedite prosecution of this application, the Examiner is invited to telephone the undersigned at the number provided.

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Respectfully submitted,

  
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